

**WTVA
SIGNIFICANT TREATMENT
OF COMMUNITY ISSUES
JANUARY 1 – MARCH 31, 2006**

ISSUE: TRAIN TRAFFIC

PROGRAM: FOCUS – LOCAL – PUBLIC AFFAIRS – 1/7/06 – 5:00– 5:30 P.M.

A STUDY HAS BEEN COMMISSIONED TO LOOK AT WAYS TO EASE TRAIN TRAFFIC IN THE TUPELO AREA. THERE ARE APPROXIMATELY 27 TRAINS THAT GO THROUGH THE CITY AND SURROUNDING AREA EVERY DAY. CROSSTOW AND OTHER BUSY CROSSINGS WERE TALKED ABOUT. THE TUPELO MAJOR THUROUGHFARE PROGRAM WAS DISCUSSED. IT IS A MULTIMILLION DOLLAR PROJECT THAT INCLUDES ROADS FROM COLEY AND MCCULLOUGH TO THE BARNES CROSSING AREA. IT WOULD HAVE TO BE VOTED ON BY RESIDENTS.

ISSUE: RACE RELATIONS

PROGRAM: FOCUS – LOCAL – PUBLIC AFFAIRS – 1/14/06– 5:00 – 5:30 P.M.

REV. ROBERT JAMISON TALKED ABOUT PAST HISTORY CONCERNING JACK REED, SR. AND GEORGE MCLEAN. HE SHARED STORIES OF BEING DISCRIMATED AGAINST. HE IS TEACHING YOUTH TODAY TO GET ALONG WITH EVERYONE AND NOT HATE ANYONE. MISSION MISSISSIPPI IS A STATEWIDE GROUP TO HELP PROMOTE HARMONY. HE SAYS HE THINKS TRAGEDIES LIKE THE 1936 TORNADO HELPED BRING PEOPLE TOGETHER.

ISSUE: SEVERE WEATHER

PROGRAM: FOCUS – LOCAL – PUBLIC AFFAIRS – 1/21/06 – 5:00 – 5:30 P.M.

METEROLOGIST JOHN DOLUSIC TALKED ABOUT TORNADOS AND WHAT FACILITATES THEM. HE DISCUSSED PAST TORNADOS IN NORTH MISSISSIPPI AND WHAT TYPE OF FEEDBACK HE GETS FROM VIEWERS. HE TALKED ABOUT A TORNADO WATCH VS A TORNADO WARNING, RADAR AND STORM SPOTTER INFORMATION AND THE WTVA WEATHERFONE. HE ALSO DISCUSSED HOW FAST OUR LOCAL RADAR IS AND THE WEBCASST INFORMATION.

ISSUE: AFRICAN AMERICAN HISTORY

PROGRAM: FOCUS – LOCAL – PUBLIC AFFAIRS – 2/4/06 – 5:00 – 5:30 P.M.

MRS. VAN DEAN PHILPOT WAS TODAY'S GUEST. SHE ORIGINALLY LIVED IN CALIFORNIA AND ACCEPTED A JOB WORKING IN AFRICA, WHERE SHE LEARNED ABOUT THE CULTURE AND BROUGHT BACK MANY CRAFTS FROM THERE. SHE SHARED INFORMATION AND HAD ON DISPLAY SOME OF THE CRAFTS SHE BROUGHT BACK.

ISSUE: HEART DISEASE

PROGRAM: FOCUS – LOCAL – PUBLIC AFFAIRS – 2/11/06 – 5:00 – 5:30 P.M.

TODAY'S GUESTS SAID THAT 40,000 BABIES ARE BORN EACH YEAR WITH A HEART DEFECT. MOST OF WHICH IS HEREDITARY. THEY DO NOT KNOW WHY IT HAPPENS. THEY ARE TRYING TO SET UP A SUPPORT GROUP FOR FAMILIES THAT FACE THIS HEALTH PROBLEM. THE GUESTS TODAY HAVE FACED THIS PROBLEM OF CHILDREN WITH A HEART DEFECT. THEY ARE TRYING TO RAISE MONEY TO HELP PAY FOR A BOOK THAT HELPS EDUCATE FAMILIES.

ISSUE: JOBS

PROGRAM: FOCUS – LOCAL – PUBLIC AFFAIRS – 2/18/06 – 5:00 – 5:30 P.M.

THE TUPELO FURNITURE MARKET WAS DISCUSSED. IT IS BECOMING VERY COMPETITIVE WITH THE NEW LAS VEGAS MARKET AND THEY ARE ADJUSTING THE WEEKS THEY SCHEDULE THE MARKET. THE GUESTS SAID THAT CHINA IS DRAINING JOBS AND BUSINESSES AWAY FROM FURNITURE COMPANIES, BUT THE U.S. PLANTS ARE FINDING WAYS TO WORK WITH THE CHINESE TO HELP PRESERVE JOBS HERE. BILL CLEVELAND, PRESIDENT OF THE TUPELO FURNITURE MARKET SEES A POSITIVE FUTURE FOR THE LOCAL MARKET AS MORE LOCAL COMPANIES ADJUST THEIR PRODUCT TO BE A PROMOTIONAL LEVEL, QUALITY PRODUCT AT LESS PRICE.

ISSUE: EDUCATION

PROGRAM: FOCUS - LOCAL - PUBLIC AFFAIRS - 2/25/06 - 5:00 - 5:30 P.M.

A FACILITIES TEAM HAS GIVEN THE TUPELO SCHOOL BOARD A PROPOSAL TO REALIGN SOME OF THE ELEMENTARY SCHOOLS IN TUPELO. IT WAS NOT APPROVED AT THIS TIME TO MOVE FORWARD. THE PLAN IS TO MAKE SURE ALL SCHOOLS HAVE EQUAL QUALITY, TEACHER - STUDENT RATIO AND REPRESENTS THE MAKEUP OF THE COMMUNITY OR NEIGHBORHOOD WHERE THE SCHOOL IS LOCATED. MORE WORK ON THE PROPOSAL IS PLANNED. THE PLAN WOULD NOT BE IMPLEMENTED UNTIL THE 2007-2008 SCHOOL YEAR AT THE EARLIEST.

ISSUE: COLON CANCER

PROGRAM: FOCUS - LOCAL - PUBLIC AFFAIRS - 3/25/06 - 5:00 - 5:30 P.M.

DR. BARNEY GUYTON WAS TODAY'S GUEST. HE SAID THAT ABOUT 50,000 PEOPLE DIE FROM COLON CANCER EACH YEAR. APPROXIMATELY 150,000 COULD BE DIAGNOSED WITH THE DISEASE EACH YEAR. IT AFFECTS BOTH MEN AND WOMEN. HE SAYS THAT A COLONOSCOPY IS A GOOD SCREENING PROCESS TO HELP DETECT COLON CANCER. PEOPLE 50 YEARS OLD AND OLDER SHOULD HAVE A COLONOSCOPY ABOUT EVERY 10 YEARS. AFRICAN AMERICANS SHOULD HAVE THE TEST AS YOUNG AS 45. WTVA HAS HELPED TO EMPHASIZE COLORECTAL CANCER AWARENESS MONTH.